

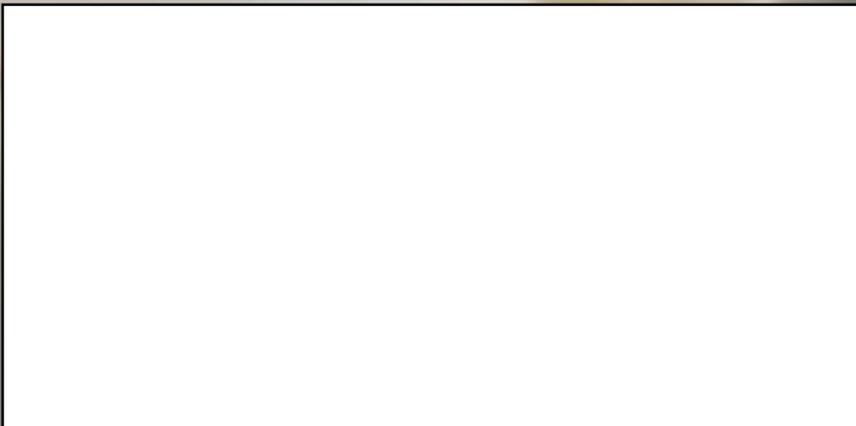
IOWA REALTOR® BENCHMARK

A publication by the Iowa Association of REALTORS®
Summer 2016

Convention at Coralville Marriott

Your Life is Worth More Than a Listing

Individual Achievement Awards



Volume 16, No. 3

Iowa



Association of REALTORS®

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For more information about *The Benchmark*
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vision statement

"We are the trusted voice in real estate for information, advocacy and professionalism."

President's Message

We tend to think that horrible things can only happen to other people. And certainly horrible things do not happen in my community. The fact is Realtors® have been assaulted in nearly every size community.

As you receive this month's Benchmark, we are nearing September which is Realtor® Safety Month. It is easy for us to discuss safety and even easier to not do the things needed to assure the safety of ourselves and fellow agents. Considering various professional jobs, Realtors® face more on the job risks than most.

Agent safety begins at the Managing Broker level. It is imperative that offices implement safety procedures and manuals that spell out what Realtors® should do to stay safe on the job. Include methods to identify the people we are working with and a method of dissemination of emergency information both from the office to the agent and from the agent back to the office.

Some of the things Realtors® should practice include; meeting customers at the office, verifying identity, noting car make and license number, and when possible photocopying driver's license.

I like what Paula Monthofer wrote for the Arizona State Association of REALTORS® published January 8, 2016 regarding safety:

Professional = Profitable

There is a lot of talk about "Raising the Bar." If we want the bar raised, we must raise it ourselves. To be treated as professionals we must act like professionals. On top of saving yourself from a potential attack, meeting prospective clients in your office will enable you to serve them better, help them faster and get you more clients.

Alert = Alive

Between cell phones, radios and the noise in our heads, it can be easy for us to be unaware of our surroundings. Instead, actively assess your environment. Phone down, eyes up. What do you see, hear and sense? Understand what a threat looks and sounds like...a stranger asking, "Can you show me this vacant house?" is a threat. Honor your instincts. You have permission to walk away from ANY thing at ANY time which does not feel right to you – without explanation or apology.

Systematized = Safe

What is your Standard of Practice? Standards such as these help keep you safe and organized:

- Intake form – Allows you to focus on the person in front of you (and see if they seem shady)
- Hours of Operation – Decide what time you are done showing homes and let your clients know
- Phone Charged – This is your lifeline, keep it charged and have a backup battery
- Drive Separately – A car is a very confined private space, one which should not be entered with a stranger

Man or Woman: You're Equally At-Risk Crimes against REALTORS® involve men and women. Meeting strangers in private spaces offers opportunities for criminals.

Let's pledge to keep Realtors® safe in Iowa.



Executive News

Zillow vs. Move Settled

In June, Zillow and Move settled their longtime battle out of court to the tune of 130 million awarded to Move. The deal resolves all litigation between the two after the National Association of REALTORS® filed a lawsuit against Zillow, and Zillow Executive Errol Samuelson, in 2014 for misappropriation of trade secrets.

The National Association of REALTORS® is entitled to 10% of the settlement as part of the deal with Move. Move was sold over a year ago to News Corp. with the National Association of REALTORS® still maintaining the rights to the name REALTOR.com.



Wire fraud is happening in Iowa in both residential and commercial transactions.

The National Association of REALTORS® (NAR) and the Federal Trade Commission (FTC) have issued a wire fraud phishing scam alert. The warning is a little bit of a misnomer in that it specifically mentions residential. But make no mistake; it's happening in commercial as well.

How it's happening:

Criminals are hacking email accounts of consumers and real estate professionals and are obtaining transaction information. They then send wiring instruction to the buyer directing the funds to a fraudulent account OR instructing the title company to send the sellers proceeds to a fraudulent account.

The criminals are being diligent. They monitor the entire transaction. They are wording their emails exactly as those who are involved in the transaction. They are CC'ing those who should be in the know which further makes it look real. Letterhead and office documents are created to look real:

What should you do?

- If a title company, lender or REALTOR® is calling to verify information, even after you've sent legitimate wiring instructions, it's for your safety, they aren't making it difficult to do business.
- Don't email financial information. It's not secure.
- Make sure all parties involved in the transaction are aware that no financial information will be emailed, including wiring instructions.
- If you're giving your financial information on the web, make sure the site is secure. Look for a URL that begins with https (the "s" stands for secure).
- Instead of clicking a link in an email to go to an organization's site, look up the real URL and type in the web address yourself.
- Be cautious about opening attachments and downloading files from emails, regardless of who sent them. These files can contain malware that can weaken your computer's security.
- Keep your operating system, browser, and security software up to date.
- If you are the victim or know of cyber-crime attempts, please call your local authorities. We would also appreciate knowing of additional instances in Iowa. We don't need specifics. We just want to be sure we are educating and informing YOU and your colleagues.

Contact Gavin at Gavin@iowarealtors.com

Iowa Association of REALTORS®

Answering the Call for Action

Great news out of Washington D.C. that shows RPAC is working hard for you!

On July 14th, the US Senate passed House Resolution 3700, the “Housing Opportunity Through Modernization Act,” by unanimous consent. The legislation tackles some huge issues for Realtors® including reforms to current FHA restrictions on condo financing, which has long been supported by our National Association of REALTORS®.

The main changes include efforts to make FHA recertification process “substantially less burdensome,” while lowering FHA’s current owner-occupancy requirement from 50 percent to 35 percent. The bill also requires FHA to replace existing policy on transfer fees with the less-restrictive model already in place at Federal Housing Finance Agency.

The legislation passed the house in February with a 427-0 vote. See the letter from Tom Salomone below.

Dear Iowa Realtors®,

Once again the voices of REALTORS® were heard loud and clear on Capitol Hill and [on July 14th, 2016] we scored a big win!

Thanks to you, and more than 139,000 REALTORS across the nation, the Housing Opportunity through Modernization Act of 2016 passed the U.S. Senate last night by unanimous consent. This legislation includes reforms to current Federal Housing Administration restrictions on condominium financing, among other provisions, and is long supported by the National Association of REALTORS®.

The NAR Leadership Team and I would like to thank you and your colleagues for this amazing grassroots effort and for all your support for this national Call for Action. Our state and local association partners did a great job in leading the efforts to get the Senate to act on this critical legislation.

This victory was made possible by the collective efforts of the NATIONAL ASSOCIATION OF REALTORS®, and our state and local association partners. When REALTORS® speak in a single unified voice, Congress listens.

Sincerely,

Tom Salomone
2016 NAR President

Legal News



Get READY to fly your DRONE Without a pilot's license!

Get lined up to obtain your "Remote Pilot Certificate"

Proposed federal regulations are expected to take effect in late August which will finally allow people to be able to fly an unmanned aerial vehicle (UAV) without requiring an exemption to the FAA prohibition on flying for commercial purposes. The key "breather" for REALTORS® who want to fly their drone for business (aka "commercial") purposes is that a pilot's license will no longer be required, but only an Unmanned Aircraft Systems (UAS) aeronautical knowledge test. This is a 60 multiple choice question test required to be taken in person, with drone specific questions, as well as for general aeronautical knowledge. Once passed, a Remote Pilot Certificate will be issued, and your drone use will be legal for commercial purposes.

Other requirements are about the same as the current exemption requirements require such as flying below 400 feet, using a drone weighing 55 pounds or less, flying only during daytime, flying less than 100 miles per hour and outside of a 5 mile zone of an airport. An observer will no longer be required. There is also an exemption drone operators can apply for, and required equipment needed, to be able to fly at night.

There will be 9 locations in Iowa where you can take the test. Generally those locations or "flight schools" are where you can already train to become a pilot, 3 are community colleges and the University of Dubuque. The test is expected to cost around \$150. There are books available for topics covered on the test. Make sure you study up!

What would you think of a REALTOR "America Ninja Warrior" type of drone skills challenge?

Yes, you may purchase Title Insurance in Iowa.

Title insurance is legal to be utilized in Iowa. The only issue is that Iowa law prohibits an Iowa based company from issuing the title insurance policy.

Iowa is the ONLY state in the nation which does not allow a company incorporated within it to sell title insurance. Note: the law only prohibits the sale by an Iowa company, not the purchase for Iowa property by Iowa consumers. Many consumers, freely and legally purchase title insurance for their Iowa property from a title insurance company located in a neighboring (foreign) state or city (e.g. Omaha NE, Moline-Rock Island Ill. Minneapolis MN.)

For information just google "title insurance and the nearby 'foreign' city and Iowa" and several companies contact information will be available.



facebook

You know, Facebook is Advertising...

Iowa Administrative rule 193—e has a very broad definition of advertising. It reads:

10.1(1) Advertising shall include all forms of identification, representation, promotion and solicitation disseminated in any manner and by any means of communication to the public for any purpose related to licensed real estate activity. (emphasis added).

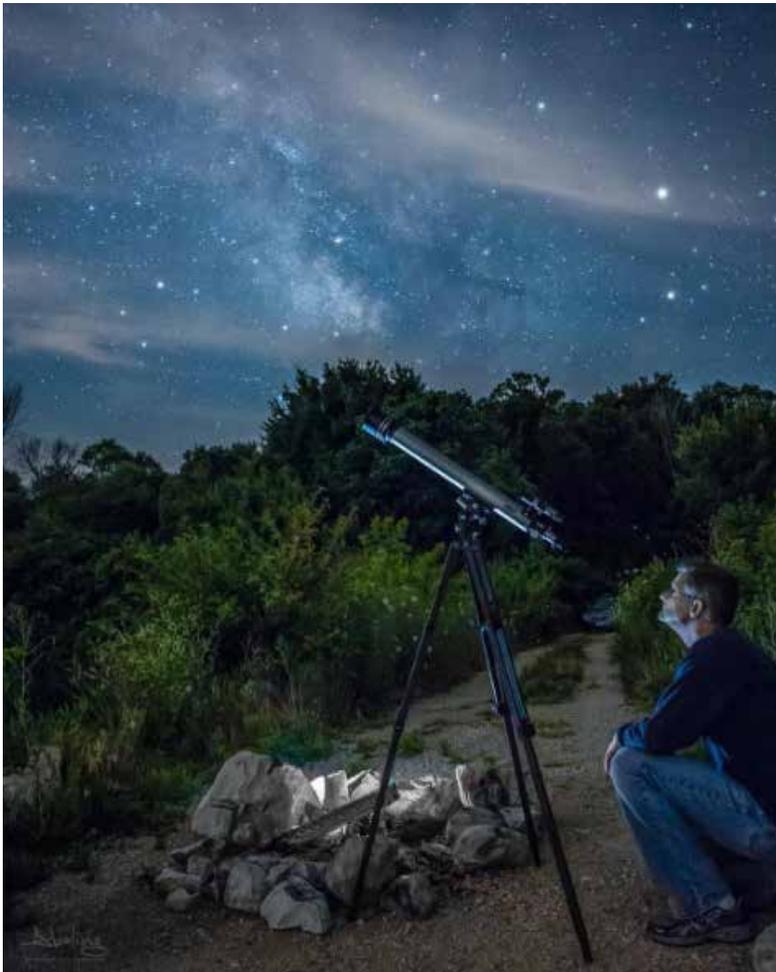
It goes on to further require for advertising on the internet:

10.1(5) A licensee advertising or marketing on a site on the Internet that is either owned by or controlled by the licensee must include the following data on each page of the site on which the licensee's advertisement or information appears:

- a. The licensee's name;
- b. The name of the firm with which the licensee is affiliated as that firm name is registered with the commission (abbreviations are not permitted);
- c. The city and state in which the licensee's office is located; and
- d. The states in which the licensee holds a real estate broker or salesperson license

SO, if you advertise any real property on your personal Facebook page make sure you have the above information or at a minimum provide a link where this information is readily apparent. Note also if a property is on the MLS, it does NOT automatically allow you to post a competitors listing on your personal Facebook page or website. You would need specific permission from the listing brokerage (who would need their client's informed consent and understanding). Internet Data Exchange (aka IDX) only gives permission for those participating brokerages to display the competitors listing on the brokerages websites (not to any other third party website).

Round 3 Winners



Round Three of #MyIowaHome has come to an end. The submissions received were incredible and truly showed what Iowa is all about in late spring/early summer! The winners portrayed the variety of interests Iowa residents enjoy each and every day.

First Prize goes to @rothrock21 for her photo of “gravel travel.”

Second Prize goes to @abelingb for his submission of stargazing at Badger Creek State Recreation Area.

Third Prize goes to @kerrimckim whose photo captured watertubing in Okoboji.

Each of the winners will take home a gift card and will be featured on iowarealtors.com as well as our social media platforms. Runners Up will be posted in a blog on iowarealtors.com and will receive an Instalowa t-shirt.

For your chance to win, share with us your photos of YOUR Iowa Home and what that means to you. Round Four is happening now until October 1st.

To see all the entries to date, visit [instagram.com](https://www.instagram.com) and type “#MyIowaHome” in the search bar.



Iowa Association of REALTORS® Convention
September 13-16, 2016
Coralville Marriott

Thank you to our generous annual sponsors for their continuing support!

Thank you!



BERKSHIRE HATHAWAY
HomeServices
First Realty



Grow with



Evan Fuchs, ABR, CRS, GRI, RSPS, SRS, e-Pro

Evan Fuchs is a national trainer, speaker, and top producing broker/owner with 20 years of experience who shares proven, real world solutions with an engaging style.

In addition to designations and certifications such as ABR, GRI, SRS, and e-PRO, Evan's topics include business planning, communication, leadership, marketing, pre-licensing, strategic planning, team building, and continuing education in all categories.

Past President of the Arizona Association of REALTORS® (AAR) and co-creator of the AAR Leadership Training Academy, Evan continues to develop incoming leaders and serves on various boards and committees for both the state and National Association of REALTORS®.

**Marketing Reboot – 8 hrs CE - \$100 (if registered by Sept 7, \$130 after)
Special Pre-Convention Class - Tuesday, September 13**

Do you think your marketing plans and strategies at the height of the boom work as well for you today as they did then? Think again. It's time to reconsider how you promote yourself and attract new business. It's time for a real estate marketing REBOOT.

In this one-day course, students will revisit marketing fundamentals—branding, relationship marketing—with an emphasis on electronic tools—social media, blogs, Twitter, podcasts, and really simple syndication (RSS) feeds, Web site search engine optimization (SEO), among other technologies. Practical tips in addition to examples of how agents leveraging these tools in the field make this course a must for all real estate professionals. This course is an elective toward the ABR designation.

Wednesday, September 14

Generation Relations - 1 hr CE

Learn what Millennials can teach us about providing better service to all of our clients.

Grow Your Business with Buyer Consultations - 1 hr CE

Build trust, add value, qualify potential clients, stay safe, and reach a mutual agreement to work together.

Closing the Communication Gap - 1 hr CE

Learn simple, proven communication strategies for a better client experience, smoother transactions, and reduced risk.

The REALTOR® Business - 1 hr CE

From working without a plan to overpaying income taxes: the 7 fundamental mistakes.

education

Leigh Brown, ABR, CIPS, CRS, SFR, e-Pro

When she walks into the room there is a spring to her step and a sparkle in her eye, but be prepared... She will definitely knock your socks off with her no-holds-barred approach to her presentations. Groups around the globe, ranging from 10 to 7,000, have been blown away by her presentations on topics ranging from “Improving Client Care and Retention”, to the “7 Deadly Sins of Real Estate”, to “Igniting the Passion”.



Leigh began her career in real estate in 2000 and quickly rose to the top. In 2003 Leigh started her own RE/MAX franchise and it was then that her passion ignited. Since 2007 she has been recognized by RE/MAX as Platinum, Chairman and Diamond Club levels. In 2010, Leigh was inducted into the RE/MAX Hall of Fame, in 2011 she received the prestigious RE/MAX Lifetime Achievement award and in 2013 she was named the North Carolina CRS of the Year. Her top-producing team excels at what they do and in 2014 and 2015 they were named to the Top 200 list of Real Estate Teams by the Wall Street Journal/Real Trends and also to the list of RE/MAX Top 100 Worldwide.

In addition to excelling as a inspirational speaker and a “tried and true, in the trenches” Realtor®, Leigh also gives of her time to multiple charitable organizations. She has served as a Board Member and Board Director for Habitat for Humanity (Cabarrus County), she consistently volunteers for Meals on Wheels and she is an elder and Sunday school teacher at her church.

So, strap on your seat belts and get ready for a great ride! Leigh’s presentations are memorable and will leave you feeling excited and ready to take on the world.

Outrageous Authenticity Keynote (no CE)

In a world of political correctness, can you actually be a salesperson with beliefs and opinions—and survive? Take a walk through personal branding and discover that your own unique self IS your best sales weapon. Client relationships deepen with openness. Watch your business explode once you show the world who you really are.

Substance Over Ego - 1 hr CE

Traditional real estate training has long focused on being broker and/or agent-centric. It’s time to create an experience for the modern homeseller that is client-centric. What data sources are available (and what do they mean to the homeowner)? How do you use data to help a homeowner make great decisions about listing their property? Your listing presentation will never be the same—and your clients will be thrilled about that!

One Is the Loneliest Number - 1 hr CE

Teams, teams, teams. That’s all you hear about in real estate currently. Is it for you? Learn about the different types of team structures, plus pros and cons of each, to decide what may or may not work for you. You will also learn tips and tricks for hiring and setting up a relationship that works to create a better work environment and a happier consumer.



Jo Teeter

Jo Teeter is the Training manager for Realtors Property Resource® (RPR®). She has been with RPR since May 2015. Prior to RPR, Jo was a trainer for several Real Estate Companies, an Educational Trainer for the local MLS Association and has been a Real Estate Agent since 1997. Jo has been training RPR since 2010 when her local MLS joined forces with RPR (an NAR member benefit), showing agents how to make more money in their business.

Intro to RPR

Learn how to utilize RPR as a tool for applying integrated data sources to better serve home buyers and sellers. This session will include an overview of specific features such as Comp Analysis, Value Refinement, Market Activity, Neighborhood and Demographic information and various detailed Report options, and introduction to RPR Mobile application.

Preparing for Listing Presentations, Open Houses & More with RPR

Learn how to utilize RPR as a tool to create a winning listing presentation using modern marketing approaches such as RPR's Preparation, Price and Promotion model to bring a listing to closing in the shortest time and the highest price possible. Once you have the listing, you will learn how to capitalize on it by capturing and retaining more clients at your next open house.

Thursday, September 15



Josh McGrath, GRI

Josh McGrath is a life-long resident of West Virginia, an auto enthusiast and loves to travel. Josh started selling real estate immediately upon graduation from high school. In 2001 he and current business partner Angie McCown formed McTeam. In 2005 Josh and Angie opened Real Estate Central in Cross Lanes, WV. That has now grown to five offices and 100+ REALTORS®, Real Estate Central is one of the leading Real Estate agencies in central WV. Josh currently holds his license in West Virginia, Kentucky, Ohio and South Carolina. He founded the organization, REC Kickin' Cancer and since 2011 has been raising money for agents fighting cancer. Josh is a two time REALTOR® of the year, 2007 and 2013. He is a past President of the Kanawha Valley Board of REALTORS® and served as a director of the West Virginia Association of REALTORS® for 3 years. Josh has previously and continues to serve and chair multiple state and local committees. Josh was recently awarded the 40 under 40 award by the West Virginia State Journal's Generation Next. Josh is a continuing education instructor and represents Region 3 on the NAR RPAC Major Investor Council. Josh currently resides in Cross Lanes with his dog Keely.

Converting FSBO's - 1 hr CE

In this class we discuss how to educate FSBO's on the benefits of using an agent. We will also discuss the strategies on how to market to FSBO's.

Listing Techniques - 1 hr CE

Look for new and innovative ways to market and advertise your listings. How about marketing to the right group of buyers? This course will educate you on ways to market, advertise and assist in getting more listings sold.

Time Management - 1 hr CE

Do you need more hours in the day? Always feel like you're running behind? In this class we discuss ways to streamline and automate parts of your business allowing you to be more productive and take better care of your buyer and seller clients.

Top Producers Advantage - 1 hr CE

Ever wonder how Top Agents do it? In this session we will discuss how to have the upper hand in your market and how to ensure that your clients are receiving top notch service.

Overcoming Objections - 1 hr CE

We will discuss some of the industry's top objections and how to overcome them. We will also encourage you to send in your own objections prior to this session.

Professionalism - 1 hr CE

Our industry is losing sight of the professionalism we wish to be paid for. In this class we discuss ways to make sure that your clients are being represented in a professional manner. Come prepared to have your toes CRUSHED!

Craig Grant

With over 150 speaking engagements around the US each year, including sessions for NAR, several state conventions & other key industry events, Craig Grant is considered one of the top technology, marketing & risk management instructors around.

As his motto, "Advanced Real Estate Technology Instructed at a Pre-K Level" states, Craig is able to take extremely complicated technology topics & present them in a way that the average non-technical person not only understands, but is able apply & improve their business.

With 40+ courses to choose from covering all aspect of Technology including industry trends, hardware, software, social media & more, it is easy to see why Craig Grant is known industry wide as The Real Estate Tech Guru.

In addition to his active speaking schedule, Craig is also the CEO of RETI.us, a website offering online on demand technology learning with hundreds of instructional videos, webinars, product reviews, instructor hangouts and more. With an All-Star team of top technology instructors it is quickly becoming the real estate industry's new home for online technology education.

Working with Today's Hyper Connected Consumer - 1 hr CE

Today's consumers have access to more information and tools and are more mobile than ever before. The combination of these technologies has created a new breed of customer who is more educated, less patient and less loyal than the consumers of the past. By attending this course you get a better understanding of today's connected consumer and how to best work with them.



Run Your Real Estate Business on Google - 1 hr CE

Would you be interested if I told you that you could run your entire real estate business safely and cost effectively using Google EcoSystem? This course guides you through the trove of amazing Google tools that can allow you to run your email, calendars, contact management, file storage, server backup, mapping, photo, video and much, much more!

Plus we will explore how to properly use online tools including browsers, search engines, apps/extension and more to make your online experience more efficient and productive.

Be a REALTOR® Mobile Road Warrior - 1 hr CE

Today's REALTOR® cannot be tied to the constraints of an office, in fact they need to be as mobile as possible in order to optimally service the consumer/end user and ensure an efficient and accurate transaction. This session will provide a tour of all of the tools, software, apps, devices and more that will allow an agent to run their whole business from the road.

Data Security & Legal Risk Management & Tech Safety for Consumers & REALTORS®- 1 hr CE

As part of your professional duties as a REALTOR® you are charged with collecting and storing vital information from your customers/consumers. You also are encouraged to use many technology tools and online resources that open you and your clients up to the risk of viruses, malware, social engineering, identity theft and more. Plus there are many laws, policies and general etiquette items that have to be addressed.

This session is intended to help today's REALTOR® steer themselves and their clients' through the perilous legal, online and social media world, plus personal and computer safety tips.

Video 101 Production & Marketing - 1 hr CE

Real estate is such a visual business but yet most REALTORS® don't understand how to properly utilize and harness the power of video and imagery to drive their business. And more importantly, most don't know that there are some easy to use tools and programs to help this all happen. In this session we will break down what kind of a camera you should buy, the different editing software options, how to post it online, use it to promote different aspects of your business and more.

The Future of Real Estate Technology - 1 hr CE

Wouldn't you like to know what the real estate landscape is going to look like 5, 10 or even 15 years from now? In this session, technologist Craig Grant will take a look into his crystal ball and assess the trends, companies and products that are or will shake up and/or disrupt the behaviors of consumers and real estate industry.

Earn up to 15 hours of CE with more than 25 short continuing education (CE) classes this year!

Friday, September 16

Social Media Success in Just Minutes a Day - 1 hr CE

Nothing has changed the world we live in more in the last few years than the emergence and explosion of social media. Social media is integrated into everything we do and/or consume and is changing the way consumers run their lives and make important decisions. Whether you are new or well versed to the world of social media and looking for a way to take it to the next level, this course teaches you why social media has become a force in business, how you can find and connect with potential clients online, and get a behind the scenes tour of Facebook, Twitter, LinkedIn, Google Plus, YouTube, Pinterest, etc. More importantly, how to do it easily in under 15 minutes per day without it impacting your current duties as a REALTOR® and level of customer service you are providing to consumers.

Market Like a Rock Star on a Roadies Budget - 1 hr CE

Today's consumers have access to more information and tools and are more mobile than ever before which has changed them in many ways. One of the biggest changes is how consumers are affected by marketing and make their business decisions as they are inundated with marketing messages. So for a REALTOR® to succeed, they need to adapt and change their marketing techniques and by making promotions more targeted, personal and visual and leveraging newer platforms including video and social media.

This session will explore how consumers are changing and what marketing techniques and tools you can implement for little or no cost and that require little technical skill or knowledge .

The REALTORS® Technology Buying Guide - 1 hr CE

Are you thinking about buying technology, but overwhelmed by the complexity and amount of options and don't know where to start? Attend this course and get advice from an expert on how to pick the best Mobile Devices, Apps and Internet Service Provider, Office/Contact/Lead Management Software, AntiVirus and much more for your real estate business.



Convention

Details

The convention is packed full of education courses, meetings and special events - with something going on all day, every day. Pick and choose from all of these activities to create your own personalized convention schedule tailored to fit your professional development needs and your time.

Unless otherwise noted, all convention courses are given in single credit-hour increments with staggering start times to allow you to attend committee meetings and still receive continuing education. For exact times, locations, and CE information, visit the IAR Convention 2016 web page at www.iowarealtors.com/convention.

In order to earn CE, the following rules must be followed:

- Name badges must be worn. In order to gain access to class, you must be wearing your convention name badge. Your name badge will be scanned upon entry into the class. If your name badge is not scanned when you enter the class, you will not receive credit for the session.
- Your name badge must be scanned for each class session. If you plan to attend three classes from the same instructor from 1:00-4:40pm, you must have your card scanned before the beginning of each session. In order to receive credit for each session, you must leave the room at the break time and scan back in. You are responsible for checking in before each session of continuing education.
- Full-time attendance is required for CE. If you arrive after the instructor has begun that hour's session, you may participate in that course. However, CE credit will not be granted for these students. In the same fashion, if you need to leave at any time during a class, you will not receive CE credit.

As part of IAR's efforts to "go green," materials for education sessions will be available online on the class description page at www.iowarealtors.com/convention. All course materials will be posted on the IAR Web site and available for your reference before, during and after the convention. **No handouts will be available in print at convention.**

Note: Course topics are subject to change. The most up-to-date sessions will be at www.iowarealtors.com/convention.

Hotel Reservations

Book your room at the Coralville Marriott website: www.coralvillemarriott.com and use code RLTRLTA. You must use the Coralville Marriott website and not the general Marriott website to receive the Iowa Association of REALTORS® discount of \$107/night. More details available at iowarealtors.com/convention Book your room soon as the hotel block may fill up early!

Register at
www.iowarealtors.com/convention
[#iarconv](https://twitter.com/iarconv)

REALTOR® Foundation of Iowa

Auction



Something New

We are trying something new this year! In the past we have given out Tradeshow Bucks to registrants who registered early or referred a first time attendee. Tradeshow Bucks were a great incentive to encourage people to visit the Expo Hall and, of course, to sign up early.

This year, there won't be a separate room for the exhibitors and we wanted to change things up a bit. The Iowa Association of REALTORS® is giving out Auction Bucks this year in place of Tradeshow Bucks! These new Auction Bucks can be used in the silent or live auctions and can also be donated back to the Foundation. It is a win for everyone!

Live, Silent, and Online - Oh My!

Just like last year, we will have an online, live, and silent auction. A lot of what the REALTOR® Foundation of Iowa donates to charities across the state is funded by the auctions at convention.

The auction may be in September; but, it is the perfect time to get started on your Christmas list! All purchases are tax deductible as are donated items.

SAVE THE DATE

September 14, 2016

Joan Ballantyne 
Charity Auction

Mission

The REALTOR® Foundation of Iowa offers financial support to Iowans in need and organizations working to improve the quality of life for Iowans.

We Need Your Items

Because we are putting some auction items online prior to convention, we really need your assistance in getting your donated items as soon as possible.

All detailed information and pictures must be received by Monday, August 22nd. Please drop off the item at the registration desk no later than 10am Wednesday, September 14th at convention.

Contact us for more information!

R. Scott Case, RFI President at, 563-570-7268 or SCASE91527@aol.com

Project Jack Video Release

The REALTOR® Foundation of Iowa donated over \$30,000 to Project Jack. You've seen photos of the different community outreach activities 6th grade classes across the state have completed. Now it is time to see the video! It will be debuted at the Foundation Breakfast, so grab your tickets when you register for convention!

Register at: iowarealtors.com/convention

Your Life Is Worth More Than Your Listing

By R. Alex Souza, Broker/REALTOR®
Signature Brokers, Naples, FL

A warning to my fellow REALTORS®,

On Sunday, April 10th, 2016, as I proceeded to inspect my vacant residential listings, I noticed something wrong as I approached one particular listing. I noticed multiple windows were open. At first, I thought an agent may have left the windows open by mistake, but I had no indication from Supra that an agent had recently shown the home. Maybe the owner had requested work done on the home and forgot to inform me. Regardless, I proceeded to park my vehicle in the home's driveway and began to approach the front door. As I got closer to the front door, through the large front windows I saw moving shadows inside the house, and soon after that, what sounded to be a large dog began barking at me. I quickly retreated to my vehicle and dialed 9-1-1.

The Lee County Sheriff's Department arrived quickly - within a few minutes. The first deputy to arrive went around and behind the home while another deputy approached the front door, then all hell broke loose. I heard the first deputy yell at someone inside the home and soon after, as the a second deputy attempted to open the front door, a huge pitbull lunged forward, forcing the deputy to display his service weapon. Much to his credit, the deputy was able to take the matter under control and spared the dog's life.



In what seemed to be controlled chaos, the home was swarmed by numerous other Lee County deputies and from where I stood, I could hear commands coming from the deputies for the intruder to get on the ground. Shortly thereafter, the intruder was handcuffed and placed in a squad car, and the dog was removed from the property with the help of Lee County Domestic Animal Services.

But this story does not end there. While at the scene during the investigation, a neighbor informed the detective that there had been a silver car in the driveway a short time before I arrived. The detective informed me of this, which led us to believe there were others involved.



Fast forward to sometime between 9 and 9:30 PM on the same day, I went back to do a second check on the home and as I was driving up, I noticed a silver PT Cruiser sitting in the driveway. Once again, I called 9-1-1 and within minutes the first Lee County deputy arrived, taking the accomplice into custody.

Here is where it gets creepy. I was informed by the detective that the home intruders had information of me and my listing on their iPhones from Realtor.com. They had also looked up information on the owner, which is a Florida LLC, based in Fort Lauderdale. From what we can deduce, the idea the intruders had was to move into the home and produce a fake lease, which would then turn the situation into a civil matter rather than criminal one. What the intruders did not expect is that I would be making my rounds on a Sunday.

I later found out that the Silver PT Cruiser was stolen and the intruders intended to move all of the personal belongings in the car into the home to establish residency. The detective told me this is becoming a huge issue in both Lee and Collier Counties.

I want to take this opportunity and ask my fellow agents to please be very careful and to think twice before entering a vacant home. This could have turned out much worse had I not paid attention to the red flags and gut instincts that alerted me. I can only imagine what would have happened to a 6' 2", 240-pound man had I entered the home without knowledge of the dog or the intruder, or worse yet, a lone female agent who may have not had the ability to defend herself.

Let your Broker, a fellow agent, receptionist or family member know where you'll be while inspecting or showing a vacant home. Always trust your instinct and never enter the home or close the front door behind you if you're alone. And when it's possible, take a fellow agent with you if you do not feel secure enough to go on your own. There is no shame in taking backup with you, or canceling a showing if you do not feel comfortable or know/trust the person you'll be showing the home too.

Please stay safe. In the end, your life is worth more than your listing.

Sincerely,
R. Alex Souza, Broker / REALTOR® - Signature Brokers

Individual Achievement Awards

2015

Congratulations to the more than 300 REALTORS® listed below who received 2015 Individual Achievement Awards. The Individual Achievement Awards are given annually to REALTORS® with outstanding sales production levels. The awards were initiated in 1988 to recognize excellence in real estate activities. Any REALTOR® or REALTOR-ASSOCIATE® member of the Iowa Association of REALTORS® is eligible to receive an award. Eligible members who participated in from \$1 million - \$5 million worth of sales, leases and/or listings closed with commissions earned during 2015 were able to win the prestigious Diamond, Platinum, Gold, Silver and Bronze Individual Achievement Awards. Congratulations to this year's award recipients!

Cedar Rapids Area Association of REALTORS®

Angela Allebach, Bronze Recipient
Jolene Balvanz, Bronze Recipient
Sara Brennan, Bronze Recipient
Paul Canas, Bronze Recipient
MaryJo Carlson, Bronze Recipient
Roger Carlson, Bronze Recipient
Kellie Clubb, Bronze Recipient
Sue Cooling, Bronze Recipient
Mary Jo Edwards, Bronze Recipient
Jessica Haerther, Bronze Recipient
Robert Hanson, Bronze Recipient
Lora Hayes, Bronze Recipient
Daniel Hess, Bronze Recipient
Jill Hidingier, Bronze Recipient
Derek Irwin, Bronze Recipient
Julie Junge, Bronze Recipient
Julie Kraus, Bronze Recipient
George Loshbaugh, Bronze Recipient
Rebecca Moos, Bronze Recipient
Peggy Nagel, Bronze Recipient
Brenda Neuendorf, Bronze Recipient
Edithe Opperman, Bronze Recipient
Jody Pence, Bronze Recipient
Brent Rule, Bronze Recipient
Lisa Shields, Bronze Recipient
Teresa Smalley, Bronze Recipient
Jessica Tiernan, Bronze Recipient
Jennifer Burhans, Diamond Recipient
Stefan Doerrfeld, Diamond Recipient
Marian Flink, Diamond Recipient
Jane Glantz, Diamond Recipient
Dan Kaestner, Diamond Recipient
Sheila King, Diamond Recipient

Judith McCoy, Diamond Recipient
Daniel Seda, Diamond Recipient
Joanne Stevens, Diamond Recipient
Jeremy Tipton, Diamond Recipient
Wendy Votroubek, Diamond Recipient
Amy Bishop, Gold Recipient
Beth Brockette, Gold Recipient
Lori Frett, Gold Recipient
Meridith Hoffman, Gold Recipient
Kenneth Nye, Gold Recipient
Mitch Weideman, Gold Recipient
Tracy Whitford, Gold Recipient
Candace Wong, Gold Recipient
John Beltramea, Platinum Recipient
Steve Eden, Platinum Recipient
Margaret Jenkins, Platinum Recipient
Heather Morris, Platinum Recipient
Cory Rath, Platinum Recipient
Amanda Baccam, Silver Recipient
Abby Besler, Silver Recipient
Nicki Borchert, Silver Recipient
Dawn Bowman, Silver Recipient
Mary Chmelicek, Silver Recipient
Sharon Clore, Silver Recipient
Sonja Engel-Allbones, Silver Recipient
Barbara Feld, Silver Recipient
Kimberly Grissel, Silver Recipient
Jill Gustin, Silver Recipient
Deanna Howard, Silver Recipient
Sheryl Jahnel, Silver Recipient
Shirley Jost, Silver Recipient
Brandi McKenney, Silver Recipient
Jacqueline Neyens, Silver Recipient
Tim Nye, Silver Recipient
Bonnie Tiernan, Silver Recipient

Brooke Zrudsky, Silver Recipient

Central Iowa Board of REALTORS®

Carol Elliott, Bronze Recipient
Robert Flynn, Bronze Recipient
Lloyd Flanders, Diamond Recipient
Nathan Bock, Silver Recipient
Brian Byriel, Silver Recipient
Becky Dose, Silver Recipient

Des Moines Area Association of REALTORS®

Monica Janelle, Bronze Recipient
Taylor Marvin, Bronze Recipient
Toni Tindle, Bronze Recipient
Char Klisares, Diamond Recipient
Kurt Schade, Diamond Recipient
Misty Soldwisch, Diamond Recipient
Jill Veenstr, Diamond Recipient
Susan Vujnovich, Diamond Recipient
Linda Westergaard, Diamond Recipient
Sarah Cowman, Platinum Recipient
Jason Rude, Platinum Recipient
Shawnda Behr, Silver Recipient
Kim Cross, Silver Recipient
Jason Henness, Silver Recipient
Tina Knox, Silver Recipient
Nancy Lucas, Silver Recipient

East Central Iowa Board of REALTORS®

Marianne Avery, Bronze Recipient
Paula Behr, Bronze Recipient
Beatrice Bisenius-Soens, Bronze Recipient
Ashley Cosselman, Bronze Recipient
Tracy Demmer, Bronze Recipient
Donna Kramer, Bronze Recipient
Gregory Adams, Diamond Recipient
Susan Conlon, Diamond Recipient
Sharon Greenwood, Diamond Recipient
Diane Bertsch, Gold Recipient
Brenda Charlson, Gold Recipient
Sue Dietz, Gold Recipient
Lorie Foley, Gold Recipient
Pamela Helmer, Gold Recipient
Jesse Meyer, Gold Recipient
Angela Mozena, Gold Recipient
Theresa Neuhaus, Gold Recipient
Margaret Nesler, Platinum Recipient
David Sandman, Platinum Recipient
Ashley Adams, Silver Recipient
Cathy Blanchard, Silver Recipient
Molly Bodish, Silver Recipient
Robert Brissey, Silver Recipient
Don Cook, Silver Recipient
David Frommelt, Silver Recipient
Roxanne Gartner, Silver Recipient
Beth Gilbreath, Silver Recipient
Diane Goerdt, Silver Recipient
Dianne Heim, Silver Recipient
Karen Hudek, Silver Recipient
Gary Jaeger, Silver Recipient
Jill Kedley, Silver Recipient
Ron McCarthy, Silver Recipient
Joe McNamer, Silver Recipient
Susan Meyer, Silver Recipient
Jane O'Neill, Silver Recipient
Roxanne Simon, Silver Recipient
Sherry Spahn, Silver Recipient
Bobbi Volkens, Silver Recipient

Heart of Iowa Regional Board of REALTORS®

Debra Jorgensen, Bronze Recipient
Heather Reck, Bronze Recipient
Jamie Lara, Gold Recipient
Cynthia Mulroney, Gold Recipient
Jane Berg, Platinum Recipient

Molly Johnson, Platinum Recipient
James Schwan, Silver Recipient

Iowa City Area Association of REALTORS®

Vickie Brackney, Bronze Recipient
Michelle Federspiel, Bronze Recipient
Peter Garbett, Bronze Recipient
Myron Graber, Bronze Recipient
Cheryl Kurtz, Bronze Recipient
Heather Marek, Bronze Recipient
Robert McCain, Diamond Recipient
Cynthia Clark, Gold Recipient
Susan Cooper, Gold Recipient
Verne Folkmann, Gold Recipient
Charla Howard, Gold Recipient
Jerome Howe, Gold Recipient
Marisa Stout, Gold Recipient
Jeff Tackaberry, Gold Recipient
Brooke Bahndorf, Silver Recipient
Angela Longoum Silver Recipient
Jeffrey Parent, Silver Recipient
Vonda Ruess, Silver Recipient
Jo Trabert, Silver Recipient
Kris Westfall, Silver Recipient

Iowa Great Lakes Board of REALTORS®

Michelle Harrington, Diamond Recipient
James Jensen, Diamond Recipient
Michael Jensen, Diamond Recipient
Aaron Jones, Diamond Recipient
Amy Maris, Diamond Recipient
Greg Haack, Gold Recipient
Norma Haack, Gold Recipient
Matthew Lippon, Platinum Recipient
Jill Spurgin, Silver Recipient

Mid Iowa Regional Board of REALTORS®

Jeff Heiden, Bronze Recipient
Amy McGriff, Bronze Recipient
Lisa Purvis, Bronze Recipient
Tim Rohde, Bronze Recipient
Jonell Wittkop, Bronze Recipient
Jamie Bland, Diamond Recipient
Kristin Polley, Diamond Recipient
Paula Price, Gold Recipient
Sherri Andrews, Platinum Recipient
Chris Brodin, Platinum Recipient

Shelley Backes, Silver Recipient
Alyssa Baderstadt, Silver Recipient
Valerie Bellile, Silver Recipient
Jane Chizek, Silver Recipient
Andrew Erselius, Silver Recipient
Martha Garcia, Silver Recipient
Robert Grimes, Silver Recipient

Greater Mason City Board of REALTORS®

Jamie Schulte, Bronze Recipient
Jane Fischer, Diamond Recipient
Dodie Wilkins, Diamond Recipient
Roger Flieth, Silver Recipient
Deborah Jorgensen, Silver Recipient
Lola Vaith, Silver Recipient

Muscatine Board of REALTORS®

Kayla Johnson, Diamond Recipient
Carl Kleppe, Diamond Recipient
Daniel Oien, Diamond Recipient

North Central Iowa Regional Board of REALTORS®

Kathleen Kloetzer, Bronze Recipient
Renee Diemer, Gold Recipient
Janet Haugen, Platinum Recipient

Northeast Iowa Regional Board of REALTORS®

Gary Anderson, Bronze Recipient
Carolyn Christenson, Bronze Recipient
Janice Pint, Bronze Recipient
Karmen Schwake, Bronze Recipient
Jolene Sullivan, Bronze Recipient
Angela Thesing, Bronze Recipient
Sue Willett, Bronze Recipient
Rick Bauer, Diamond Recipient
Jason Strelow, Diamond Recipient
Deanna Wheeler, Diamond Recipient
Lucas Bartlett, Gold Recipient
Gale Bonsall, Gold Recipient
Anne Dykstra, Gold Recipient
Elke Gerdes, Gold Recipient
Sarah Johnson, Gold Recipient
Ann Kabele, Gold Recipient
Karen Kayser, Gold Recipient
Curtis Martin, Gold Recipient
Gloria Mueller, Gold Recipient

Individual Achievement Awards Continued

Gale Shinkle, Gold Recipient
Celia Simmer, Gold Recipient
Rocky Smalley, Gold Recipient
John J Sweeney, Gold Recipient
Tammy McKenzie, Platinum Recipient
Robin Shrader, Platinum Recipient
Heather Brady, Silver Recipient
Nancy Conklin, Silver Recipient
Stacie Cooper, Silver Recipient
Cindy Gaffney, Silver Recipient
Whitney Kohlmeyer, Silver Recipient
Veronica Litterer, Silver Recipient
Patricia Meinders, Silver Recipient
Donna Pierce, Silver Recipient
Marguerite Pircer, Silver Recipient
Karen Steffes, Silver Recipient
John P Sweeney, Silver Recipient
Carol Thomas, Silver Recipient
Colleen Tierney, Silver Recipient
Dave Vandeventer, Silver Recipient

Northwest Iowa Regional Board of REALTORS®

Robert Bauer, Bronze Recipient
Jason Geary, Bronze Recipient
Carol Halstead, Bronze Recipient
Mark Hanna, Bronze Recipient
Kyle Kovarna, Bronze Recipient
Jan Lang, Bronze Recipient
Debra Olmstead, Bronze Recipient
Barb Maxon, Diamond Recipient
LaNay Welch, Diamond Recipient
Nancy Henry, Gold Recipient
Sue Raby-Struthers, Gold Recipient
Joseph Aube, Platinum Recipient

Steven Brashears, Platinum Recipient
Julie Skaff-Gregg, Platinum Recipient
Holly Diischer, Silver Recipient
Debbie Goetzinger, Silver Recipient
Kameron Pope, Silver Recipient
Katie Slater, Silver Recipient
Sue Stanek, Silver Recipient

Quad City Area REALTOR® Association

John Condon, Bronze Recipient
Ellen De Rycke, Bronze Recipient
Kenneth Paper, Diamond Recipient
David Maubach, Gold Recipient
Kim Solveson, Platinum Recipient

Southeast Iowa Regional Board of REALTORS®

Marcia Aalsburg, Bronze Recipient
Robbie Davis, Bronze Recipient
Eileen Ensminger, Bronze Recipient
Terry Hoenig, Bronze Recipient
Debbie Judge, Bronze Recipient
Scott Medlin, Bronze Recipient
Diana Pearson, Bronze Recipient
David Polkowske, Bronze Recipient
Ruthi Rogers, Bronze Recipient
Amy Shafer, Bronze Recipient
James Clingman, Diamond Recipient
Dennis Ebersole, Diamond Recipient
Stephanie Lynch, Diamond Recipient
Sheila Denburger, Gold Recipient
Lori Oaks, Gold Recipient
Michelle Purdum, Gold Recipient
Lisa Tucker, Gold Recipient

Lincoln Lynch, Platinum Recipient
Alan Ammons, Silver Recipient
Nathan Ammons, Silver Recipient
Ryan Ammons, Silver Recipient
Lori Bogle, Silver Recipient
Jim Bowles, Silver Recipient
Connie Burke, Silver Recipient
Janet Demry, Silver Recipient
Stephen Hanson, Silver Recipient
Nancy Holt, Silver Recipient
Russell Ocker, Silver Recipient
Lynn Richard, Silver Recipient
Steven Siegrist, Silver Recipient
Paul Westermeyer, Silver Recipient

Southwest Iowa Board of REALTORS®

Brenda Flores, Silver Recipient

West Central Iowa Regional Board of REALTORS®

Dale Gross, Bronze Recipient
Dino Groumoutis, Bronze Recipient
Melissa Ihnen, Bronze Recipient
David Knudsen, Bronze Recipient
Peggy Larsen, Bronze Recipient
Randy Larsen, Bronze Recipient
Gay Lynn Owens, Bronze Recipient
Melissa Seufert, Bronze Recipient
Deborah Waterbury, Bronze Recipient
Lana Westphalen, Bronze Recipient
James Brown, Platinum Recipient
Norma Hemphill, Silver Recipient
Jane Kay, Silver Recipient
Ricky Pettegrew, Silver Recipient



Iowa Association of REALTORS®

Iowa Association of REALTORS®

100 years in the making

Take this quiz from 1942 and find out a little more about your association and profession. The answers will be posted on the blog!

THE JOURNAL asked John J. Wagner of Cedar Rapids, Iowa — past vice-president, North Central region, National Association of Real Estate Boards; past president, Iowa Association of Real Estate Boards; past president, Cedar Rapids Real Estate Board — to prepare the quiz for this issue. Score yourself five points for each correct answer. A grade of 60 Mr. Wagner brands as “passing.” A grade of 75 he suggests as “good.” And “old hands at the business” ought to get 85 at least. A score of 95 is perfect.



John J. Wagner

Don't look now, but you'll find the correct answers on page 38.

1. An acre contains (square feet):
 63,540 43,560
 4,365 34,560
2. Permanent absolute control of real estate is held by the owner of:
 The equitable title
 The mortgage
 A 99-year lease
 Fee simple title
 Specialty warranty deed
3. The best subsoil for agricultural purposes is:
 Loose and porous
 Gravel
 Solid rock
 Moderately dense
 Dense and impervious
4. In order to insure cancellation of a driveway easement at the termination of the agreement, it should be in writing and recorded if it runs longer than:
 Ten years Five years
 Six months Seven years
5. The length of a chain (surveyor's) is:
 Six feet 660 feet
 Six inches 6,600 feet
 Sixty-six feet
6. When the purchaser acts entirely on his cousin's advice, the broker should give the cousin:
 50% 10%
 25% A new hat
 Thanks His commission

7. The greatest load-bearing capacity is in a floor in which the size of the joists, and spacing are:

- 3" x 10" x 20' — 12" O.C.
- 2" x 6" x 10' — 12" O.C.
- 2" x 8" x 12' — 16" O.C.
- 2" x 10" x 16' — 16" O.C.

8. “Eminent domain” is:

- A country home
- A mountain ranch
- The power to take property for public use
- A public park

9. When a customer calls who has purchased a fine home at a fancy price and subsequently suffered reverses, and needs money badly, you should:

- Sneak out the back door
- Advise him to sell at a sacrifice
- Tell him he should not sell at this time as the market may be better later
- Urge him to borrow as much as possible and hang on

10. In a flat farming country with neither streams nor waterways, where subsoil is compact or dense, a good well may be of greatest value if used:

- To water stock
- For irrigation
- For drainage

11. A “sandwich lease” is one:

- For an outlying sandwich shop
- In which the interest of the lessor is between the owner and the user
- A lease of an entire floor of a building occupied above and below by the owner or others
- A lease of store space in a department store

12. In residential construction the elements of greatest importance in order are (rearrange):

- Interior floors and finish
- Adequate heating equipment
- Adequate footings
- Adequate structural framing
- Adequate plumbing

13. In the purchase of the fee title underlying a 99-year ground lease where the lease is not included in the purchase, the purchaser, in order to receive 4% on his investment, should pay:

- 50 times the annual rent
- 25 times the annual rent
- 10 times the annual rent
- Twice the annual rent
- One-half the annual rent

14. A home purchased at its present value will have greater value retaining possibilities if it is:

- A new home in a built-up district of older homes
- In a district sparsely developed in which future development is of uncertain character
- An older home among all new homes of good character in a district 75% built up

15. In showing houses to a customer it is wise to:

- Give him a list so he can at his leisure satisfy himself as to the surroundings and exterior
- Insist on taking the customer so you can plan the best approach and note closely the customer's first reaction

16. A “hereditament” is:

- Inheritable property
- A chattel mortgage on household equipment
- The right to connect to city sewer and water mains
- A thingumabob

17. Which one of the following types of residence walls has the greatest fuel-saving properties?

- Shingles, paper, sheeting, 2" x 4" studs plastered on wood lath
- Lath and plaster on 12" brick, furred on inside
- Stucco on 8" hollow tile, furred and plastered inside
- Siding, sheeting paper, on 2" x 4" studs, lath and plaster

18. A customer buying a house of which you are positive the title is perfect, should be urged to:

- Accept the abstract as is
- Have the abstract examined by a competent attorney
- Have his banker examine it
- Read it over himself
- Have his pastor examine it

19. When showing a property, it is most important to satisfy:

- The husband The son
- The wife Aunt Kate
- The daughter

Community Involvement



The Greater Mason City Board of REALTORS® use an NAR Placemaking Grant to add a sculpture.



In the Northwest Iowa Board of REALTORS® Nicole Packard and Mark Vos rappel for a cause in the local community.



2016

REALTORS® and the community go hand-in-hand. Check out some of the things local boards and associations have done in their communities across the state!

Send your stories with photographs for possible inclusion in the next Benchmark or a dedicated blog post on iowarealtors.com to heatherf@iowarealtors.com. Every little bit matters!

Don't forget to hashtag your community events online and tag us:

#PowerofR @iowarealtors



The Northeast Iowa Regional Board of REALTORS® work with the Boys and Girls Club in Waterloo. Pictured above: Ryan Backes and Nei'Ara. Pictured Left: Cedar Rapids REALTORS® assist at Movie Night at the Ballpark.



Heart of Iowa REALTORS® volunteer for Meals of the Heartland.



Central Iowa Board of REALTORS® RPAC Quack event raised over \$17,000 for RPAC!



Iowa City Area Association of REALTORS® YPN donated money and baby necessities for an event, "Shower the Crisis Center."



Muscatine Board of REALTORS® at the Big Brothers Big Sisters Bowl-a-Thon.



Quad City Area REALTOR® Association help keep the streets clean!



Des Moines Area Association of REALTORS® raised money for the Boys and Girls Club at their annual golf outing.



We would like to apologize to Joan Ballantyne for not including her in the last edition of Benchmark as a new inductee to the RPAC Hall of Fame. Congratulations, Joan! Truly a great accomplishment.

Summer in Sioux City

We heard a passionate and refreshing talk from the future president of NAR, Elizabeth Mendenhall. Here are a few take-aways from her presentation. Elizabeth is a broker from Missouri and currently serves as first vice president and will serve as NAR President in 2018.

Professionalism is an attitude not a time commitment.

Realtors® are the main group out there protecting homeowners. We need to band together via our local boards, state associations and the National Association of REALTORS® and be strong in our unified voice and advocacy efforts!

The “Why” is so important. When someone loses their home, that is a terrible thing and Realtors® are here to prevent that from happening.

We need Realtor® leaders that have a better understanding of policy in MLS, data protection and data security.

Other Notes from Summer Meetings

There is a lot of disruption in the MLS industry right now. Can your local board survive without income from the MLS?

#MyIowaHome the fun photo game on Instagram is up to more than 600 photos of Iowa from consumers and Realtors® alike. People enjoy showing off what they love and what makes Iowa great. We love seeing the awesome photos and we love that we are growing our reach on Instagram. With the campaign, we have more than doubled our Instagram following and increased engagement by more than 400% over previous interactions.

Realtor.com has new ads featuring Elizabeth Banks and your “dream home”.

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A new workgroup is being formed to work on new staff offices as the current building lease is up in early 2019.

NAR creates ties between REALTORS® and the hit television show Modern Family. NAR is using the REALTOR character Phil Dunphy from the show to connect with a wide range of consumers.

National Instructor Maura Neill had a great digital marketing class showing us actionable tips and real examples of how Realtors® can improve their marketing in this fast-paced, tech-savvy world.

YPN will be having a furniture build on Tuesday, September 13th at the Marriott in Coralville. The furniture and a portion of the proceeds will go towards a great cause! Check with your local board or brokerage to see if they are sponsoring a team!

Sioux City is more fun than you thought! With fun restaurants and bars and entertainment like the Hard Rock Casino, Main+Abbey restaurant with outdoor patio, Anthem music and comedy venue, Sioux City was much more than we expected and has a lot more to explore.

Check out more photos of Summer Meetings on Flickr.

What was your favorite part of Summer Meetings?

IowaRealty.com

IowaRealty.com is the state's most visited local real estate website!

Average Monthly Visits

IowaRealty.com – 203,715

IowaRealty.com mobile – 78,703

Iowa Realty App – 60,594

That equals 343,012 visits per month! With thousands of listings, easy search functionality, and professional photography, it's no wonder IowaRealty.com has more local web traffic (by far) than all of our competitors!*



*Source: Google Analytics

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Not to mention, complimentary subscriptions to Inman Select (a \$199 value) and our award winning magazine, *The Residential Specialist*. And every CRS Member also has access to a State CRS community for additional local events, classes, support and networking.

Contact Us

Carol Halstead, CRS	Sioux City	Chair	carol@C21prolink.com
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Brian Hoel, CRS	Cedar Rapids	Education	brianhoel@skogman.com
Dave Vandeventer, CRS	Cedar Falls	Financial	vande@oakridgerealtors.net

Upcoming Events

Iowa Assoc of Realtors STATE CONVENTION (CRS sponsored Luncheon; CRS Vendor Booth)	September 13 – 16
National CRS WEEK	September 19 – 23
CRS 201: Listing Strategies	October 12 & 13 (Dubuque)
CRS 202: Business Planning	October 17 & 18 (Council Bluffs)

Welcome New CRS Designees

Richard Bassford, CRS | REMAX River Cities, Bettendorf
Lynette Cisler, CRS | Hometown Realty, Centerville
David Charlson, CRS | Iowa Realty, West Des Moines
Lee Huedepohl, CRS | Skogman Realty in Coralville
Scott Ryder, CRS | Exit Realty Fireside, Davenport



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 Council of Residential Specialists

Check out the Iowa CRS Community website at iowacrs.com • Like us on Facebook – Search “Iowa CRS” 